

IN THIS
ISSUE...

WE DRAIN THE LIFE FROM DRACULA

Number
319
June
1993

MAD

IND

®

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AND
WE SINK
UNDER
SIEGE



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control
needed!

per

XXX

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Cheap!



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33 PAGES
of
TV COMEDY
that will
BOWL
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MAD

"April 15th is a day that tests a person's power of deductions!"

—Alfred E. Neuman

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LILLIAN ALFONSO, FREDDIE MALONEY *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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AN EXCITING SUBSCRIPTION OFFER EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pious Guines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in SpaceAge Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!

- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!

☐ CHECK HERE IF RENEWAL

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ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada): \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 8 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

LETTERS AND TOMATOES DEPT.



SKATE OF CONFUSION

In reference to your article entitled "A MAD Report on Rollerblading," please be advised of the following: ROLLERBLADE is a trademark of Rollerblade, Inc. Therefore, in order to avoid trademark infringement, the Rollerblade trademark should not be used either in a singular/plural noun or verb form (rollerblade, rollerblades, rollerblader, rollerblading) to describe an "in-line skate," "in-line skater," or the act of "in-line skating." Slang terms such as "blades," "blader," or "blading" should also be avoided.

Repeated misuses of our trademark name could cause it to pass into the public domain where it might be used by our competitors and imitators. As you may recall, this is what happened in the case of aspirin, cellophane and linoleum, all once trademarks of the companies that originated these products.

Deb Grocholski, General Counsel
Rollerblade, Inc.
Minneapolis, MN

Thank you so much for your information-packed letter! Here are some other phrases we think should be avoided: Pomposityblading, dullblading, boorishblading, and retentiveblading, humorlessnessblading....—Ed.

A FEW GOOD MENTIONS

Now, for the sixth consecutive year, we spotlight one reader's choices for the best of the year. Whose list will we feature next year? That depends on which of our readers learns to write this year!

Here are my personal "Best of the Year Awards" for 1992. And the awards go to...

- Best Movie Satire: Hook 'em (#312)
- Best TV Satire: Quondary Heap (#309)
- Best Article: If Blondie Entered the Real Workplace (#310)
- Best Satire of a Movie that Deserved It: Buttman Returns (#314)
- Best Satire of a TV Show that Deserved It: Beverly Hills 911 (#309)
- Best Lighter Side of: (#310)
- Best Spy Vs. Spy: (#315)
- Best Tales From the Duck Side: The Baffling Bikers Bugaboo (#315)
- Best Cover: George Bush (#312)
- Best Back Cover: A Best Seller We'd Like to See: (#310)
- Best Fold-In: Pee Wee Herman (#310)
- Best Alfred E. Neuman Quote: (#310)
- Best Super Special: The MAD Star Trek Collection: (#83)
- Best Paperback: MAD Disasters

And the award for the Best Issue goes to... (Drum Roll) MAD #310!

Thank you for your time.

Dale Preheim
San Bernardino, CA

A black and white photograph of actors Joe Mantegna and Ben Kingsley. Mantegna, on the left, is wearing a light-colored button-down shirt. Kingsley, on the right, is wearing a dark t-shirt and holding a MAD magazine. Both actors have serious, slightly pouting expressions. The magazine cover features the word 'MAD' in large letters and a cartoon illustration. The background is dark and out of focus.

*No purchase necessary. Shipping & handling does apply.

HUMOR IN A COPPOLA VEIN DEPT.

Permit me to introduce myself! I am Bela Lugosi, the most famous **Dracula** ever! Dracula is supposed to be **immortal**, but this latest version has me turning over in my grave! My Dracula was a classic! But this new version is pure...

I am a vicious, demonic, blood-sucking horror, not to mention one of the world's most hated and feared monsters! In other words, a vampire! Drek-ula, by name!

I'm also a vicious, demonic, blood-sucking horror, as well as one of the world's most hated and feared monsters—I'm a real estate agent! By name, **Johnbore Hawk!** I'm also Minor's fiancé!

I'm **Minor!** Though I'm betrothed to **Johnbore**, I'm helplessly under **Drek-ula's** spell! He sometimes appears to me as a young prince! Other times he's an old bat, a snake, a wolf, etc.! Quite frankly, I never know what to wear on a date!

I'm **Rentfree**, driven mad by **Drek-ula!** I survive from the nutrients I get by eating bugs and rodent droppings! Fortunately, I get all that in just about anything that comes from the local supermarket!

FOR SALE

ARTIST: MORT DRUCKER

Loosely, I never saw such a fight to get someone in bed before! But now that I've got you here, let me give you a good night bite!

That's okay for starters!

I'm warning you, when I make love, sometimes I become a wolf, a snake, a bat, a horse...

Too bad! I was hoping to try something new!

After waiting for so many centuries, I have no patience for silly chit-chat! I must sink my teeth into your neck and suck out every drop of blood in your body!

Well, aren't you the smooth talker! I guess I'm just your type!

Yes, you are—**B negative!**

R-11a

I'm **Loosely**, Minor's best friend! My morals aren't exactly of the **highest standard**! Let me put it this way—when it comes to **indecent behavior**, only **politicians** have been known to **exceed me**!

I'm **Artless Homeboy**, Loosely's fiancé! I **didn't mind** that she **made love** to other men! I **did mind** that she did it at the same time I **made love** to her!

I'm **Queasy**, another suitor of **Loosely**! I was **shocked** when I saw her with a copy of the sexually explicit book, **Arabian Nights**! I was even **more shocked** to find that the artist had used her as the **model** for the pictures!

I am **Dr. Von Hellschwing**, the **vampire expert**! I was the one who discovered that **garlic repels vampires**! Unfortunately, it also **repels women**! I haven't had a **date** in years!



WRITER: DICK DEBARTOLO

We never met, but you remind me of someone who **committed suicide** hundreds of years ago when I was **Prince Gladwrap** and went off to battle the **Turks** in the **Crusades**!

You should get yourself a new "**pick up**" line! I've heard that one a **thousand times** already!

You'll have to forgive me, I'm **new** in town! I'm from **Transylvania**!

I'm not familiar with the **name**, but judging by the way you're dressed, **Transylvania** must be very close to **Woodstock**!



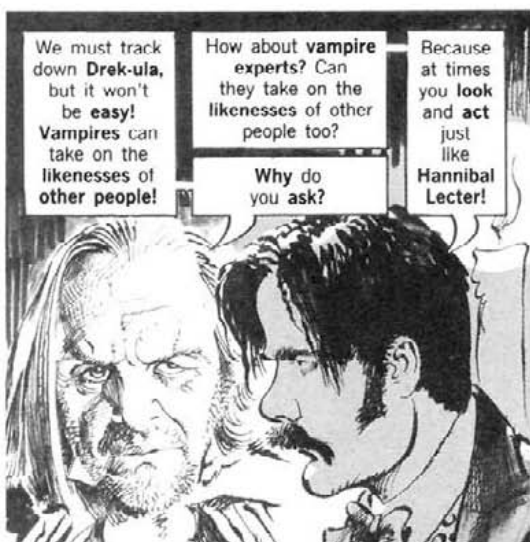
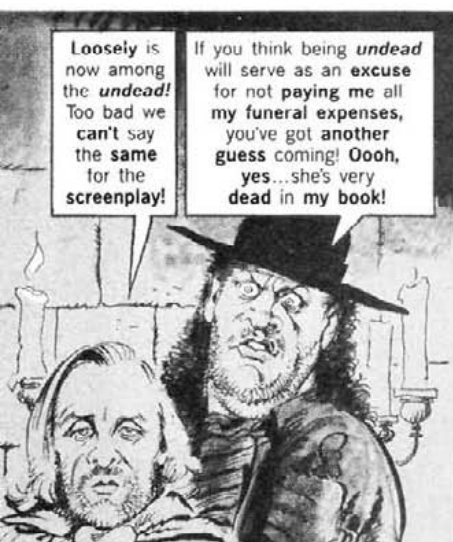
I can't believe how **much** you remind me of my **wife**!

Well! You didn't tell me that you were a **married man**!

My **wife** died over **400 years** ago!

I'm glad to see you didn't **rush back** into the **dating scene** right away!







If you don't mind my asking, why such a weird order?

It's for the special effects people! They've already dissolved from a severed head to a roast beef—now they can dissolve from a meatloaf and donut to a coffin and a hole in the ground at the cemetery!



Loosely's gone from her coffin! But she left a note: "I've gone out for a Bloody Mary! Back by sunrise!" And there goes Drek-ula! Get him!

You'll never catch me! I'll call up the rain and the wind and a lot of humidity and only a 10% chance of clearing in the late afternoon, which means kiss your wild hair-dos good-bye!

Did you notice that whenever Drek-ula does one thing, his shadow does something completely different?

Of course I noticed! I came up with the same "The Shadow Knows" feature back in MAD #107! This movie is based on both a Bram Stoker book and a Bill Gaines magazine!



That was close! The undead Loosely bit me on the neck!

Then you too will turn into a vampire!

I don't think so! To be safe, I was wearing a condom over my head!



I'm dying! Paying property taxes on nine places in midtown London is sucking the life out of me!

I will kiss you, and save you!

You would do that for me?

I would do it for anybody who owned nine pieces of expensive midtown real estate!



Minor, your kiss saved me! Not only have I turned back into a prince, I've turned into a prince in a far better movie—*Beauty and the Beast*!

And we'd like to talk to you about that!

Who are you?

We're more blood-sucking scum—lawyers! We represent Walt Disney Studios from whom you stole our *Beauty and the Beast* plot!



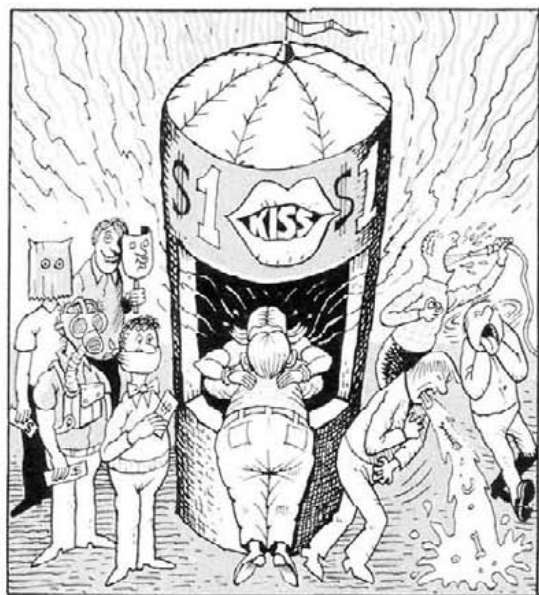
Hah! You'll never win! There's no comparison between these films! That one made sense, it was fun, and the audience really cared about the characters!

Old Drek's got 'em there!



It seems like every time you go to your mailbox there is always one piece of junk mail that is the worst. (No, not your latest issue of MAD, schmuck!) It's a letter from some charity asking you to

UNSUCCESSFUL FUN For Little Known Spe



The Chronic Bad Breath Sufferers
Club State Fair Kissing Booth

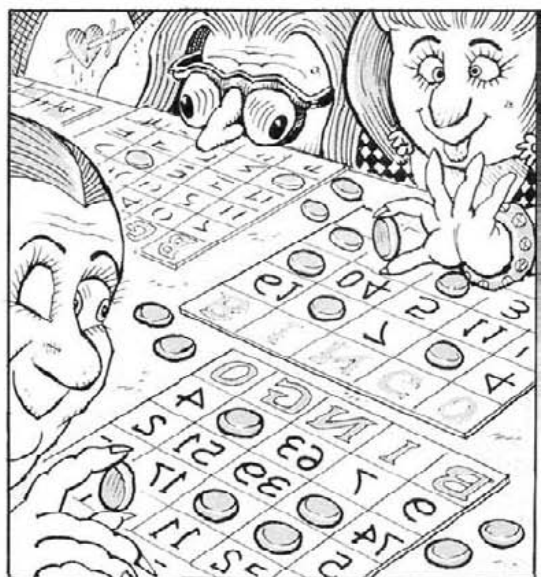


The Union of Allergy Sufferers Spring Hay Ride

ARTIST: AL JAFFEE



The PMS Guild Mixed Doubles Tennis Tournament



The League of Dyslexics
Friday Night Bingo Game

WRITER: CHRIS GUDGEON



The Phone-Sex Addicts Association Labor Day Telethon

EQUALITY



BERG'S-EYE VIEW DEPT.

The Lighter

PRESSURE



CREATIVE ACCOUNTING



Side Of...

ARTIST & WRITER:
DAVE BERG

AWARENESS



FINANCES



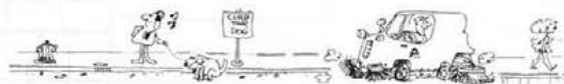
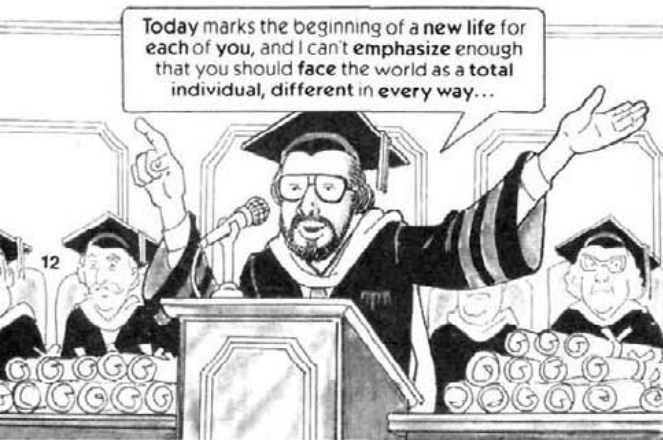
INDEPENDENCE



CHOICE



INSPIRATION



HISTORY



LEADERSHIP



CONSIDERATION



THE OFFICE



MESSAGES



DOCTORS

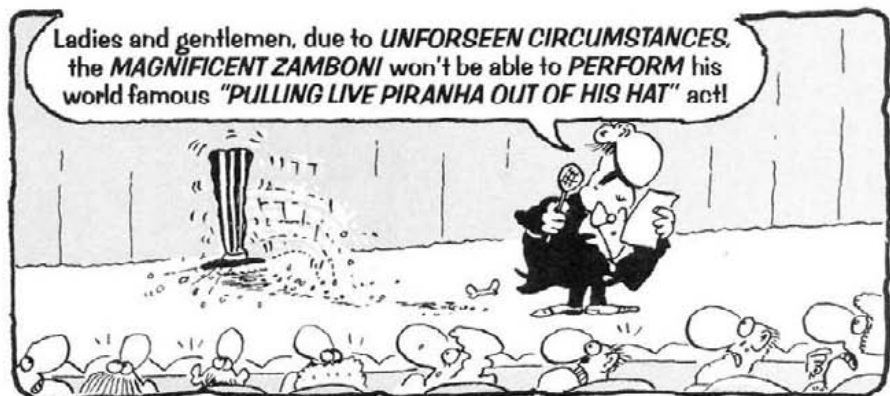
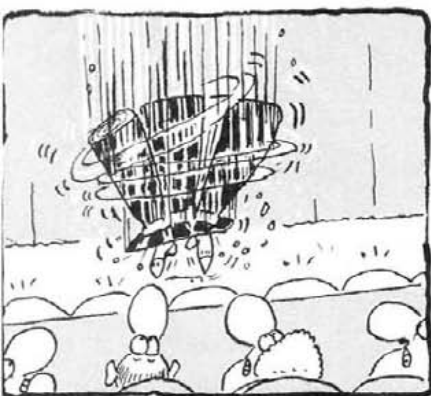
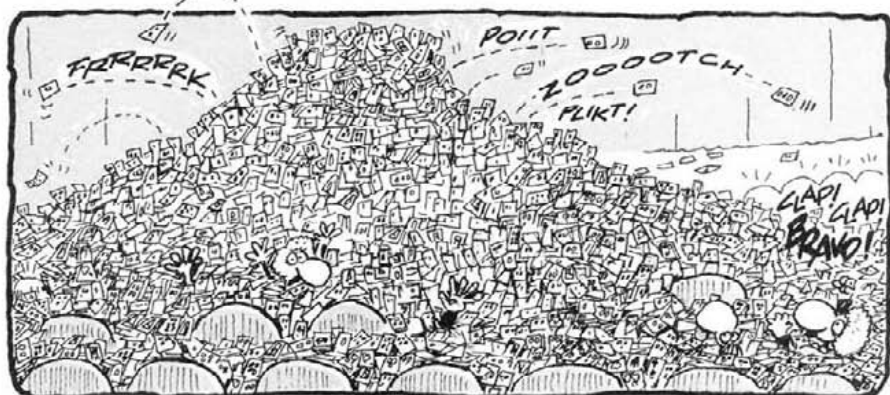
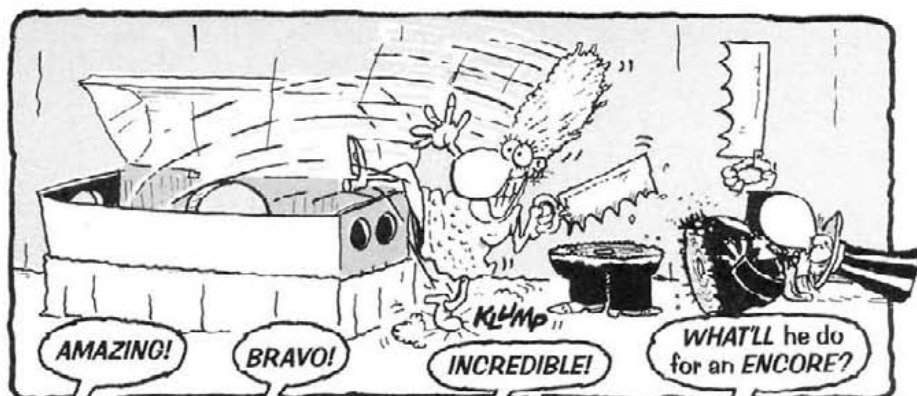
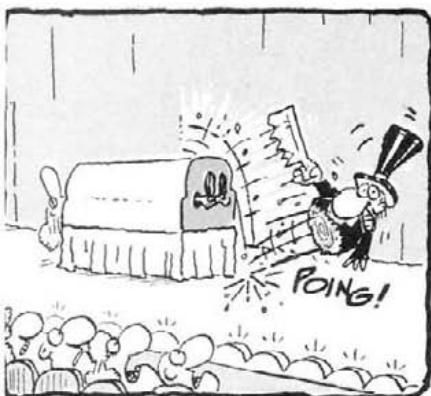


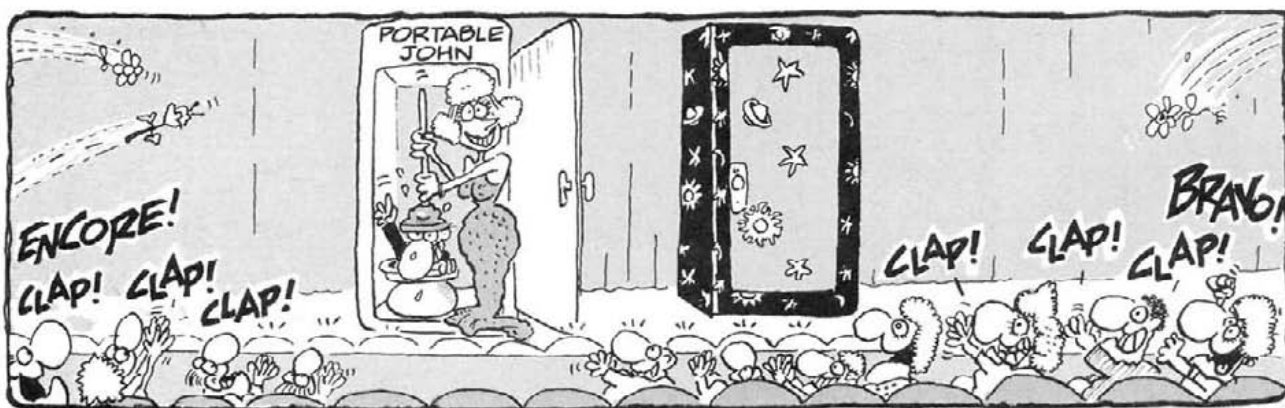
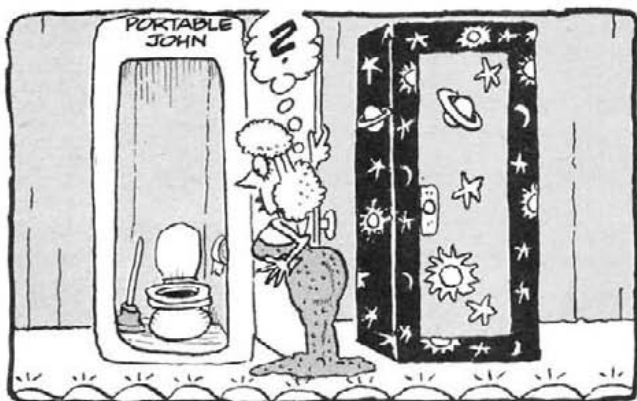
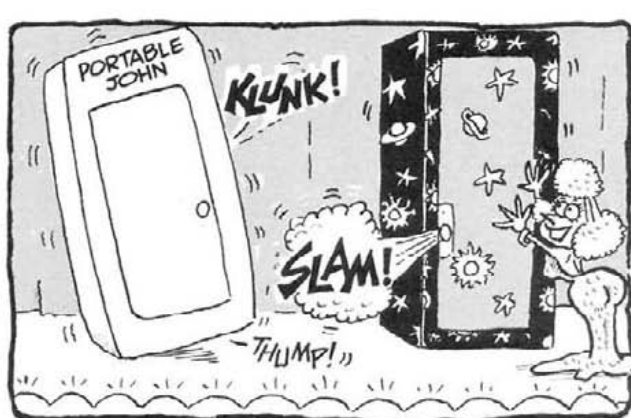
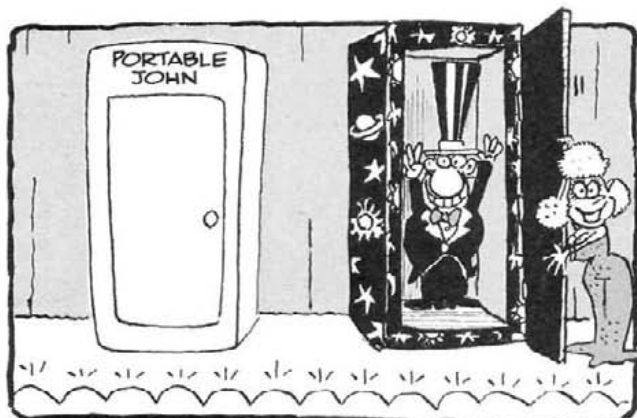
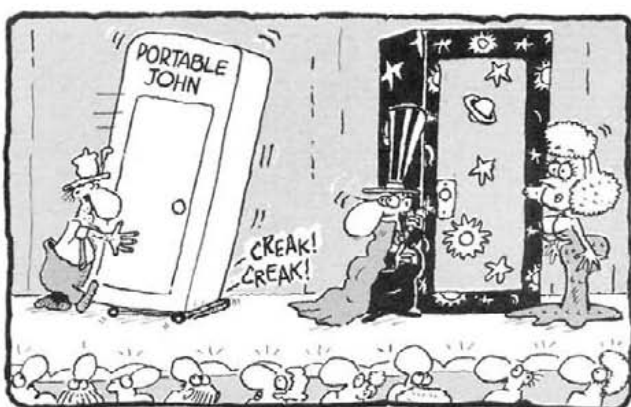
DUCK EDWING'S TWISTED WORLD of MAGIC and ILLUSION

ARTIST AND WRITER: DUCK EDWING









"Baby Boomers"—those born between 1946 and 1964—
are quite a "colorful" group. They've been through the...

Psychedelic 60's...

Disco 70's...

Yuppie 80's...



...and, as a result, they're, well, different! Some might say "odd." Which, of course, is no big secret to those of you who are the children that they finally "got around to" having! As we're sure you probably already know...

HAVING "BABY BOOMERS" for PARENTS MEANS...

ARTIST: RICK TULKA

WRITER: MIKE SNIDER



Getting long lectures about the "junk on TV today" from people who get misty-eyed reminiscing about *Mr. Ed*, *Gilligan's Island* and *The Brady Bunch*!

HAVING "BABY BOOMERS" for PARENTS MEANS...



Going through most of your "formative years" with a videocam stuck in your face!



Never being able to watch *The Wonder Years* in peace and quiet!



Remembering not to utter the words "Nixon," "disco" or "Warren Commission" unless you have got at least half an hour to kill!



Dealing with a new "parenting strategy" every time some boneheaded child psychologist shows up on *The Today Show* with a book to plug!



Finding some disgusting new "mystery food" on your plate every so often, because of one newspaper article saying that it is "healthy"!



Being totally mystified whenever they try to explain how Woodstock was *more* than just a big rock concert with lots of sex and drugs!



Running across old snapshots of your folks wearing clothes that a deranged circus clown wouldn't be caught dead in!

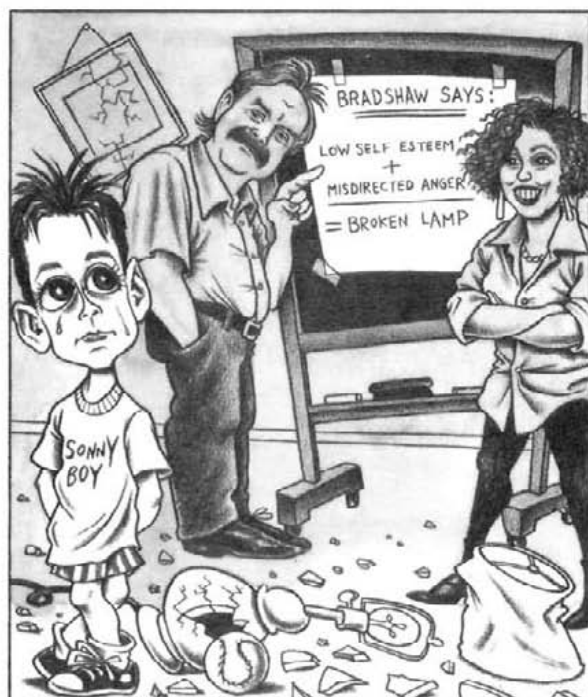


Never getting a straight answer to the questions, "Did you smoke pot?" and "Why did you vote for Reagan?!"

HAVING "BABY BOOMERS"
for PARENTS MEANS...

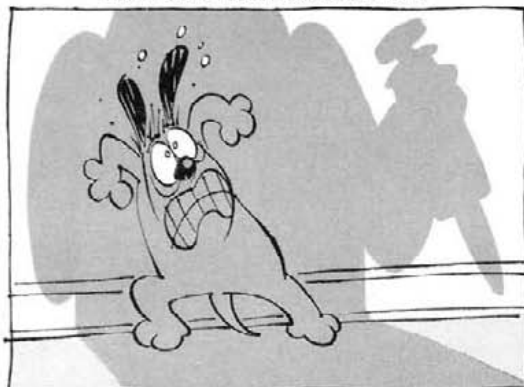


Either taking up Rap, or accepting the fact that they might like the same music you do!



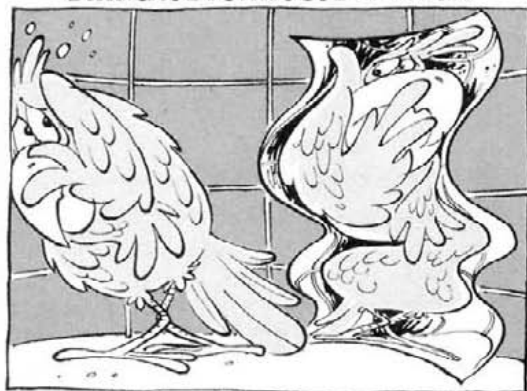
Getting a "consciousness-raising" instead of a spanking!

LIFE-SIZE INFLATABLE VET



Guaranteed to scare the daylight out of that misbehaving hound or feline! 6 foot tall, rubber veterinarian is armed with realistic-looking, jumbo-sized hypodermic needle! Will have your pet huddled and quaking in the closet for days!

BIRDCAGE FUNHOUSE MIRROR



A perfect trick to play on parrots and other birds! Distorts their reflection to make them think they've got six beaks and freakishly twisted wings! Forget the crackers, after this, "Polly want a plastic surgeon!"

WEIGHTED DOG BONE



Looks like an ordinary chew bone, but feels more like a barbell! You'll laugh yourself silly as you watch that varmint strain to pick it off the ground! Drives 'em nuts!

WHEN BEAST MEETS JEST DEPT.

Most people love pets, but there is a small, infinitesimal segment of the population which does not. Of this miniscule segment, most

PRACTICAL FOR THE F

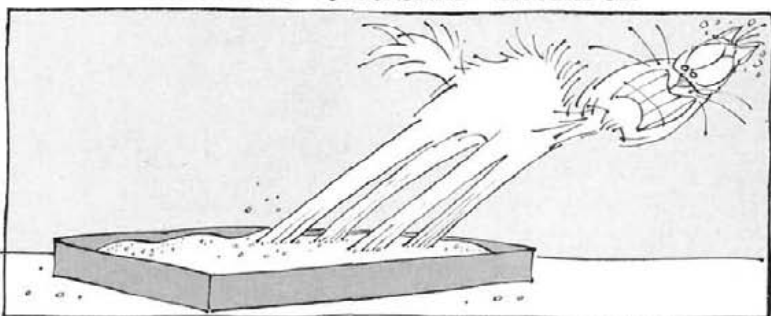
ARTIST: PAUL COKER

FOAMING SQUEEZE TOY



The ultimate canine gag! Fill this innocent looking toy lamb-chop or ball with shaving cream and wait for the fun to begin! When your unsuspecting pooch takes a bite he'll be convinced he's as rabid as a wild raccoon and heading right to the pound!

HILARIOUS "QUICKSAND" LITTERBOX



Gives cats the scare of their nine lives! Chemically unstable litter compound harmlessly dissolves beneath Tabby's feet, convincing him he's sinking fast! The perfect payback for all those 5:30 wake-up calls he's given you throughout the years!

BOOMERANG FETCHING STICK



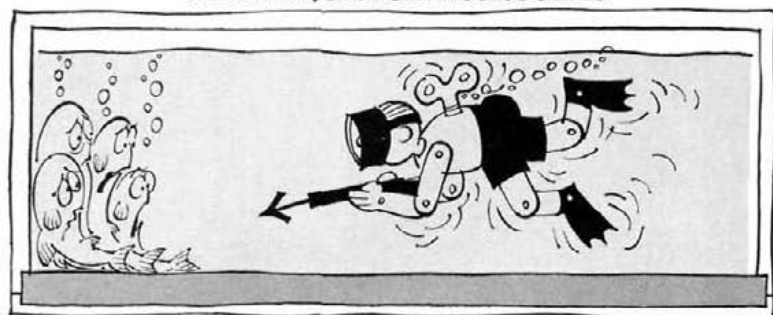
Add a little levity to that dull game of fetch! The instant Fido takes off after the stick, BINGO! It's right back in your hands! Keep him running around in circles all day if you want to! A riot!

have no sense of humor. However, a teeny-weenie segment of this segment does! It's with these three people in mind we present...

JOKE ITEMS ET HATER

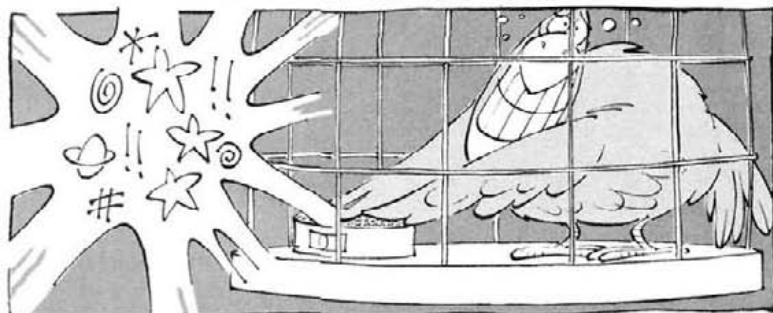
WRITER: FRANK SANTOPADRE

AWFUL AQUARIUM ACCESSORIES



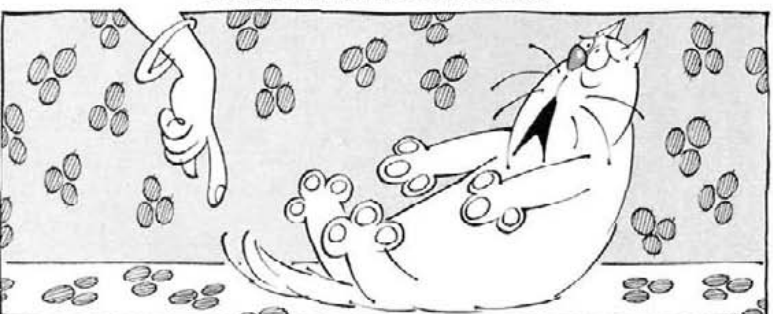
Just drop these realistic-looking figurines into the tank and watch the commotion as panic-stricken fish swim for their lives! Choose from "Hungry Tiger Shark," "Diver with Spear Gun" or "Leaking Oil Tanker." It's too funny!

NAUGHTY PARROT VOICE



Feathers will fly when you hide this vulgarity-spewing device in Polly's cage! So cover your ears but not your eyes, or you'll miss seeing the mortified owner return that "foul-mouthed bird" right to the pet store! Available in 12 languages, including Pig Latin!

MUDDY PAW PRINT STAMP



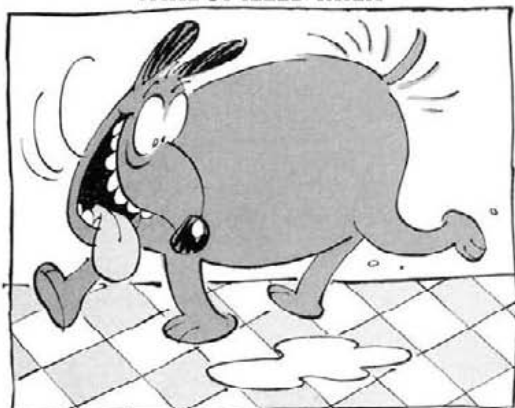
Press this novel, ink-filled rubber stamp on walls, counter tops, bedspreads or the dinner table! The enraged pet owner will bawl out that utterly befuddled dog or cat while you bawl with laughter!

WACKY DOG TAGS



A great gag idea! These hilarious I.D. tags are sure to get a swift reaction from anyone who reads them! That mutt will regret the day he escaped from the backyard!

FAKE SPILLED MILK



Funnier than fake vomit! Place it on the floor and watch hysterically as perplexed dogs and cats try in vain to lap it up! Meat gravy, chocolate syrup and spaghetti sauce also available! A must for every kitchen floor!

FAKE "SHAKE-HANDS" HAND



Just ask that clever pooch of yours to "shake" and get ready to bust a gut! The instant you take hold of his paw, your own "paw" falls off! Sends 'em into a panic! A real scream!

FUNNY IS THE ROUTE OF ALL EVIL DEPT.

Hey now! Let's play a little game! We're going to give you \$200 (remember, this is just a game, Mr. Wizard!) and send you to a hot concert at the arena! To win, all you have to do is make it to your seat with some money left over. Easy, right? Well... You'll find out as you take part in our exhaustively researched, all true, based-on-real-life, depressingly accurate...

MAD CONCERT MAZE

ARTIST:
DAVID ANSON RUSSO

USE ONE OF THESE THREE STARTING POINTS!

START

MEAT JAM
-GREAT-
CONCERT TICKET

MEAT JAM
-GREAT-
CONCERT TICKET

MEAT JAM
-GREAT-
CONCERT TICKET

Bribe someone to cut ahead of them on huge bathroom line: **PART WITH \$5!**

Bribe underpaid security guard at fire exit to let you sneak in: **LAY OUT \$20!**

Forced to buy ticket from slimy scalper: **FORK OVER \$125!**

Buy a concert T-shirt that won't last beyond 3 washings: **DROP \$23!**

Wait half hour to buy cold frank, warm ice cream and greasy fries: **HAND OVER \$12!**

Buy concert program with no new band info and old photos: **GET BEAT OUT OF \$15!**

A few nose-bleed seats still available at box office: **SHELL OUT \$35!**

Pickpocket brushes against you on way to seat: **LOSE EVERYTHING!**

Pay off usher to look the other way as you illegally record concert: **INVEST \$20!**

Drycleaning bill after drunken fan vomits on your shirt: **KICK OUT \$12.50!**

CONCERT
BOX OFFICE

TONIGHT: MEAT JAM

SOUVENIRS
PROGRAMS-SNACKS
FRANKS-ICE CREAM-SODA-FRIES

MEAT JAM

SECURITY
MEAT JAM

Tip seat attendant
who may punch
you out if you don't
tip him: **HAND OUT \$2!**

Buy cheap bootleg T
shirt that won't last
2 washings: **SPEND \$10!**

Buy jumbo arena cup
of ice cubes with a
little soda thrown
in: **COUGH UP \$5!**

Get into fistfight
with guy sitting in
your seat, go to
hospital: **PAY \$175!**

Guilted into making
donation to obscure
charity band supports:
PEEL OFF ANOTHER \$1!

If he's only a cook, then **where** did he learn to kill so many people?

He used to work in a high school cafeteria!

I think Seagull has put on a few pounds since his last film!

If he keeps it up, in his next picture he can play an even bigger character—Jabba the Hutt!



A MAN FOR ALL SEIZIN'S DEPT.

Take a psychotic, burnt-out CIA operative, a petty, jealous naval officer who enjoys dressing up like a woman (now that President Clinton says he's going to allow that sort of

What will violence-prone teenagers think when they see all the maiming and killing in this movie???

They'll think that it's an instructional video!

BLUNDE

ARTIST: ANGELO TORRES

Today we're retiring this once great ship! I know how sad it is to put something that no one has any use for into mothballs! Bill Clinton did the same thing to me last November!



To celebrate the captain's birthday, we've hired a Playboy Playmate to jump out of his cake! It'll be a big surprise for him!

He'll have an even bigger surprise when the Navy Department court-martials him for insensitive, sexist behavior!



We must kill that terrorist to stop him from selling atomic missiles to Third World countries!

I agree! Selling weapons of mass destruction is a threat to our national security!

What are you babbling about?!? It's a threat to our nation's economy! Our government makes billions selling that stuff all over the world and we don't want any competition!



Erecta has never acted before! I wonder how she got the job?

It's not a difficult role! Any boob can play the part!

Well, I'd say you're half right!



taue

thing in the Armed Services) and a sick, twisted plot to hijack a U.S. battleship and what have you got? A really wild episode of "Major Dad"? Nope! You've got one, big...

R SIEGE

Think there'll be a Steven Seagull doll like G.I. Joe because of this movie?

If it's exactly like him, at least it'll be a safe toy!

There will be no moving parts!

What do you mean?

WRITER: STAN HART

Hey, be careful of my clear broth! It's for the crew's dinner!

Here's what I think of your broth! Haaaach, ptooy!

Yecch! What are you going to do with all that phlegm floating around in it?

Simple! Tell everyone that it's egg drop soup!



Keep him out of sight! Hide him in the refrigerator!

But supposing someone comes in here!

He won't be noticed! He blends right in with all the other dead meat!



I don't know if I like the idea of jumping out of a cake naked! It's not the proper role for women in the navy!

You some sort of radical feminist or something? What should they do?

I believe that women in service should have total equality! If I were on a ship, I'd want to be in combat!

Your wish is going to come true! 'Cause when you pop out of that cake in front of all those horny sailors you're going to have the fight of your life!

Aren't you a little old to be in a rock band?

Age has nothing to do with playing or appreciating good music! In fact, I'm very popular at the San Diego Senior Citizen's Home!

You do gigs there? Yup! I also live there!



What kind of party is this? There are no women!

In the navy you learn to enjoy parties without women! Unfortunately, you also learn to enjoy sex the same way!



Captain, remember the big surprise we promised you? Well this is it! We're taking over the ship!

Does that mean that my party is off?



It's a terrible situation! There are thirty terrorists against just you! The odds are impossible!

Yeah! They should have at least sixty men to even it up a little!



The captain is dead! He was my friend. But I've got a big job to do so I must restrain myself and not show any emotion. Come to think of it, for me that's easy!



SURPRISE!!!

I fell asleep! Where did everyone go?

If those two things start ticking, I'm out of here!

No time to explain! Come with me! But first, put on some clothes!

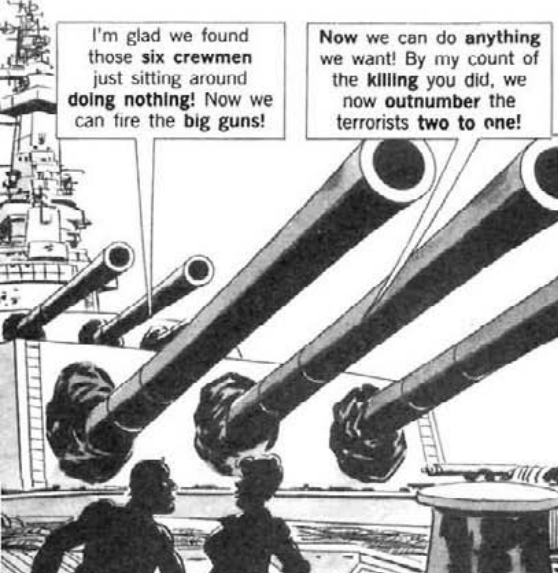
Having thirty terrorists taking over a ship with a crew ten times the size is hard to swallow! But wanting her to put on clothes is just too unbelievable!



This man's a maniac! He's killed, tortured and started bloody revolutions! And that's only while he was working for us!





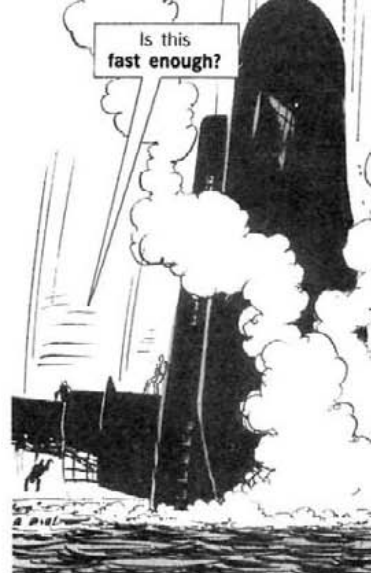


I'm glad we found those **six crewmen** just sitting around **doing nothing!** Now we can fire the **big guns!**

Now we can do **anything** we want! By my count of the **killing** you did, we now **outnumber** the terrorists **two to one!**



Submerge, damn you! I want to go down **immediately!**



Is this **fast enough?**



Well, there's some **bad news** and some **good news** to report! The **bad news** is that an **atomic missile** is headed straight for **Honolulu!** The **good news** is that **Hawaiian vacation rates** will be a lot cheaper after it hits!



You **got me!** Why don't you **kill me?**

I **will!** But first I want to explain in **great detail** why I did what I did!

I see! You want to **bore me** to death! Is that it, you **fiend?**

Not really! I thought if I could **make you** understand my **convoluted philosophy**, then maybe I would understand it too! Besides, it gives you time to **escape and kill me!**



I have the **kill codes!** Just enter them and the **missile** will **explode harmlessly** a mile off of **Honolulu!** I'll be a **real hero!**

Not to the Hawaiians you won't be! When the wind blows their way, the **radioactive fallout** will **kill most of them!**

I **never** thought of that! But then, neither did our **scriptwriter!**



Hey, how does it feel being **kissed** by the **Navy's biggest hero?**

Like **falling face down** into a **mound of mashed potatoes!**



Maybe this is the start of a new **movie trend!** The era of the **flabby hero!**

It's **about time!** We're so **proud!**

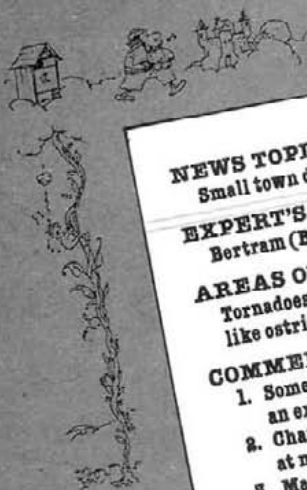
Yeah! One of our guys **finally** made it **big in Hollywood!**

Ever notice the endless parade of "experts" who turn up on local TV newscasts to analyze the arcane stories of the day? Whether it's a Mideast fruit rot or a rare indoor tornado, you can bet that a "talking head" will pop up on the news offering their useless point of view. How do TV news editors produce these time-filling experts on such short notice? The answer lies in a card file that sits on the desk of every TV editor. Let's peek at some of those quirky folks as MAD now thumbs through...

A TV NEWS EDITOR'S "EXPERTS TO CALL IN A PINCH" FILE

ARTIST: MARSHALL VANDRUFF WITH LARRY FRIEDRICH

WRITER: TOM KOCH



NEWS TOPIC

Small town disasters.

EXPERT'S NAME

Bertram (Breathless Bertie) McZamkin

AREAS OF EXPERTISE

Tornadoes that sound like express trains; hail stones that look like ostrich eggs; silo explosions that seem like earthquakes.

COMMENTS & CAUTIONS

1. Sometimes confesses under pressure that he has never heard an express train, seen an ostrich egg or witnessed an earthquake.
2. Charges \$10 extra to appear in his nightshirt as an eyewitness at motel fires.
3. May appear too gleeful in his graphic descriptions of victims being blown up.



NEWS TOPIC

Anniversary of any local historic event.

EXPERT'S NAME

Elihu C. Drench, Senior

AREAS OF EXPERTISE

Why the 1937 flood was better than floods we have today; why Amelia Earhart was more of a turn-on than Julia Roberts; why kids nowadays don't appreciate the value of money.

COMMENTS & CAUTIONS

1. Is eager to be on TV, but may take the wrong bus to get to the station.
2. Often refers to "that crook in Washington" without stipulating which Congressman he means.
3. May try to recite dirty limericks that he claims were taught to him by Eleanor Roosevelt.



NEWS TOPIC
Unexplained natural phenomena.

EXPERT'S NAME
Doctor Faustus Lemke

AREAS OF EXPERTISE
UFO sightings; restless behavior by farm animals; analysis of old bones dug up by street crews; the role of disbarred chiropractors in metaphysics.

COMMENTS & CAUTIONS

1. Thick glasses and gnomelike stature help create the mistaken impression he is studious.
2. May form saliva bubbles around the corners of his mouth when excited.
3. Often howls without warning. **DON'T USE ON LIVE BROADCASTS!**



NEWS TOPIC

Crowd control & other run-of-the-mill police brutality.

EXPERT'S NAME
Precinct Captain Terrence O'Shawnaladdy.

AREAS OF EXPERTISE

Ticket quotas and their proclaimed non-existence; sweeps to rid this city of perpetrators; "ongoing investigations" and lack of progress in general.

COMMENTS & CAUTIONS

1. His gruff manner may offend female and minority group reporters as well as all viewers.
2. Is openly resentful of constitutional restrictions that interfere with his work.
3. May have flunkies impound your news van while you're talking to him.



NEWS TOPIC

A local visit by European royalty.

EXPERT'S NAME

Nigel Blather, former Duke of Longford and present Jaguar dealer of Long Island.

AREAS OF EXPERTISE

Drinking habits among French counts; marriage to first cousins among the Hapsburgs; claimants to the throne of any country that no longer exists.

COMMENTS & CAUTIONS

1. Is openly envious of any prince who still gets paid for prancing.
2. Gushes when speaking of titled people who might invite him over for dinner.
3. Occasionally steals silverware at unpoliced formal receptions.



NEWS TOPIC

Environmentalism & other Native American concerns.

EXPERT'S NAME

Chief Many Otter Pelts (Listed in the phone book as Arnold Dampfeather)

AREAS OF EXPERTISE

Harmful effects of neutron bombs on nesting condors;
Arizona jewelry salesmen faced with extinction; tribal lawsuits
against Dow Chemical.

COMMENTS & CAUTIONS

1. Great for laying guilt trips on offshore oil spillers.
2. May use Chippewa profanity if he thinks you don't understand.
3. Fond of wearing buffalo robes that smell when they get wet.

**NEWS TOPIC**

The death of any old-time entertainer who retired before 1980.

EXPERT'S NAME

Lillian (Baby Lilly) Glumm

AREAS OF EXPERTISE

How the "talkies" wrecked Hollywood; the wit and wisdom of
Broderick Crawford; the other Marx Brother who never came
down from the attic.

COMMENTS & CAUTIONS

1. OK to let her get out her scrapbook; just don't let her open it.
2. Watch out for feathers on her hat scraping against your mike boom.
3. Senility causes her to confuse Bill Cosby with Bing Crosby.

**NEWS TOPIC**

Today's earthquake, sonic boom or approaching Ice Age.

EXPERT'S NAME

Doctor Prudence Viernumf

AREAS OF EXPERTISE

Why the next 48 hours may be our last; the Richter Scale and
why we don't understand what the figures mean; careers in
science for plump single women.

COMMENTS & CAUTIONS

1. Enjoys saying more than you want to hear about the Great
Volcano Eruption of 1887.
2. Reporter risks getting an invitation to the next Geology
Department Tea-Dance.
3. Has been known to start taking off her clothes while being interviewed.



And now as a public service to all you struggling singles

PICK UP L

To Use in Less Than Sterlin

In An Airplane Crash



In A Prison Cafeteria



ARTIST: TOM BUNK

In A Leper Colony



At The Republican National Convention



out there, MAD presents...

INES

g Situations

At An Old People's Home

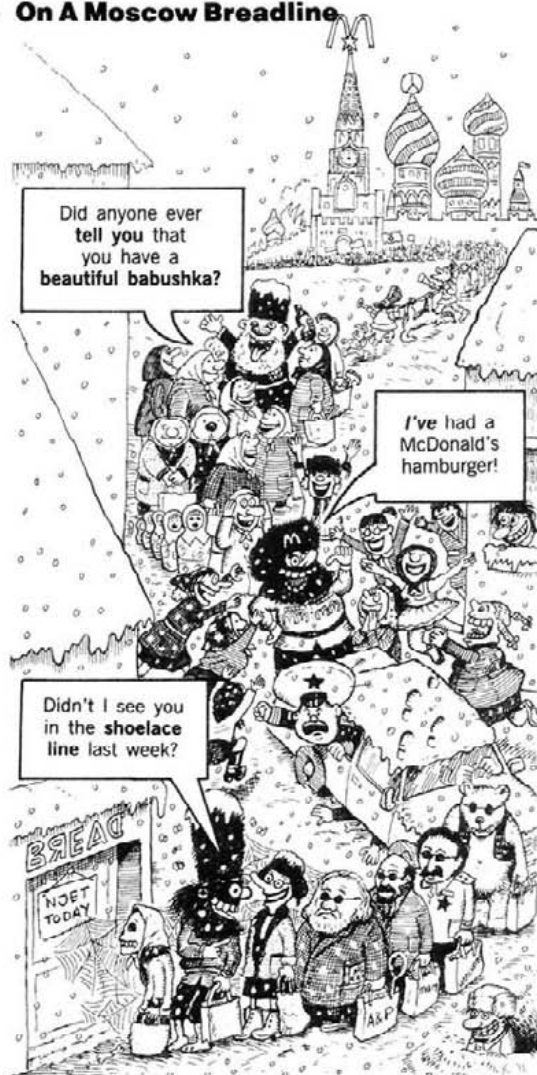


WRITER: LORI KOLMAN

In Hell



On A Moscow Breadline

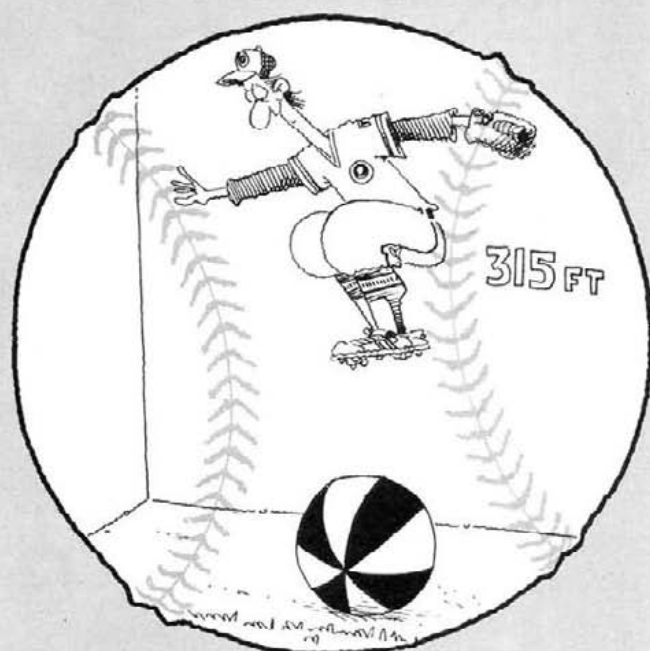


Hitting the cutoff man? Who goes where and does what when they bunt down the first base line? Get real! That's not what they practice before the new season begins! What do they practice? Glad you asked! And here's our answer...

BASEBALL'S SPRING TR



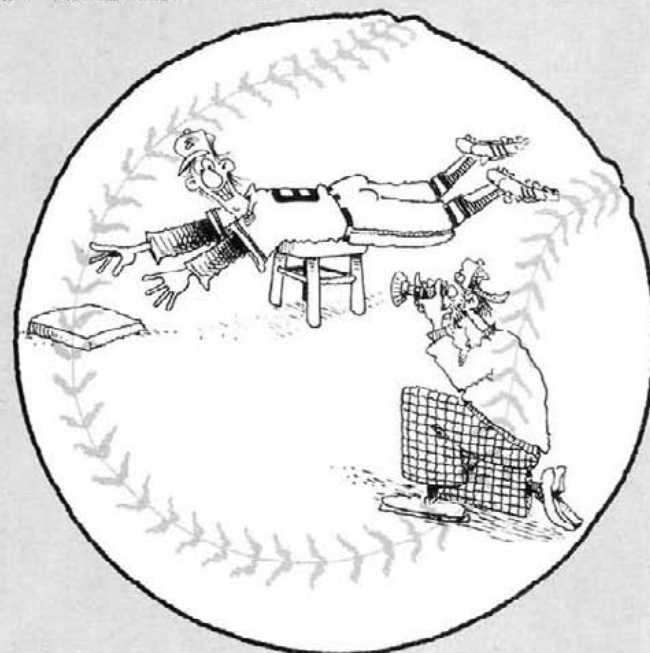
CUP ADJUSTMENT CALISTHENICS



BEACH BALL BASHING



MORGANNA REACTING



GUM CARD POSING

MOST IMPORTANT TRAINING DRILLS

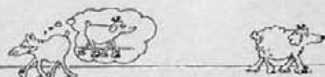
ARTIST AND WRITER: JOHN CALDWELL



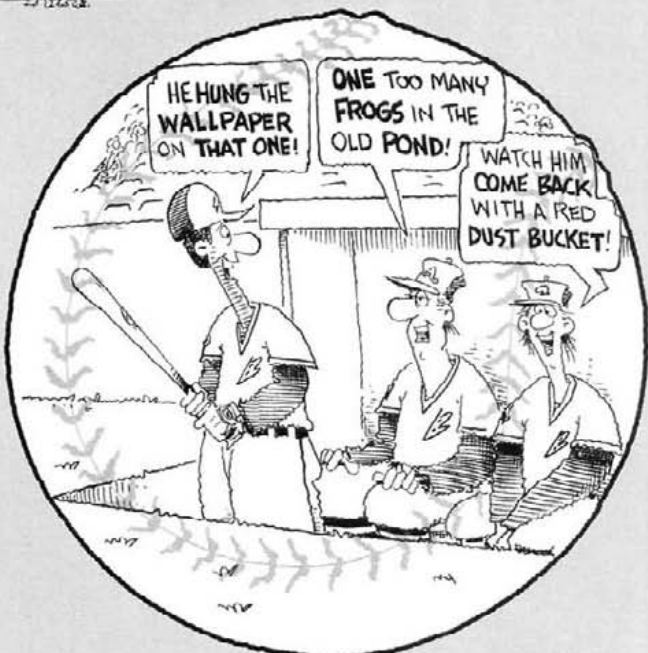
SPIT DRILLS



BETWEEN INNING MASCOT IGNORING



CREATIVE PRACTICAL JOKING



COLORFUL UNDECIPHERABLE JARGONIZING



BABE SPOTTING



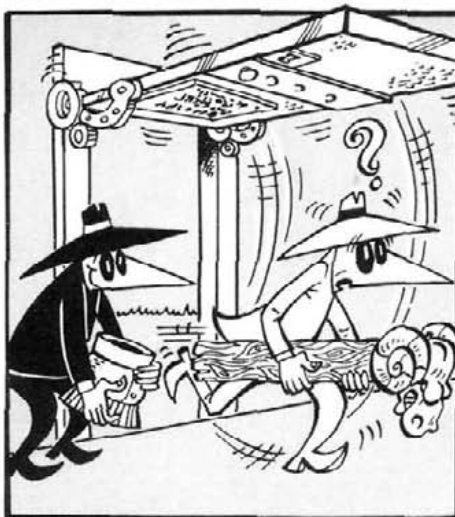
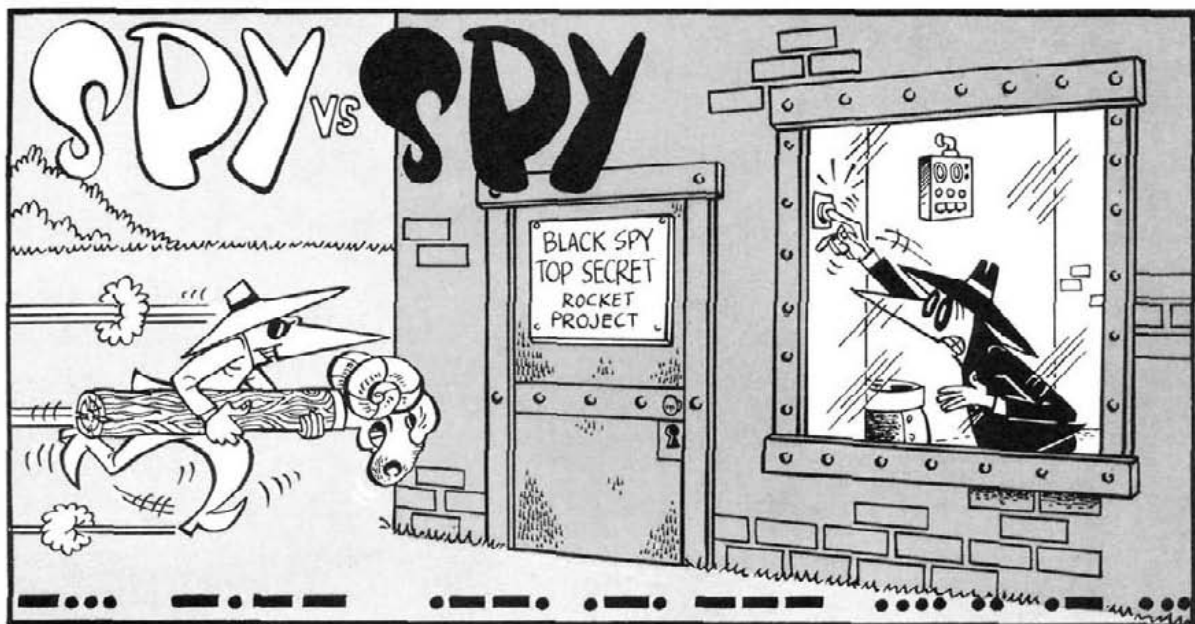
FAN APPRECIATION



UMP BUMPS



INFIELD CHATTER



Everyone in showbiz uses contracts when conducting their business affairs. These contracts include clauses that provide for the celeb's comfort, like how big their dressing room should be, how many of their lackeys must go on the payroll

CONTRACTUAL We'd Like To See Some

ARTIST: MORT DRUCKER

ARSENIO HALL

- 1) The above is hereby limited to making no more than twelve (12) "My friend Eddie Murphy" references per broadcast of above's nightly talk show (and those may be made only on nights when Mr. Murphy is actually appearing as a guest).
- 2) With regards to Mr. Hall's opening monologues:
 - a) he agrees to refrain from rotating his fist in the air and goading his audience to chant "Whoo! Whoo! Whoo!" until he has actually told a joke.
 - b) he agrees that from hereinafter, each opening monologue shall contain at least one (1) joke.
- 3) The above is hereby banned from using the "Dumb Caucasian Guy" voice he stole from Eddie Murphy, who in turn stole it from Richard Pryor, who in turn stole it from a dumb Caucasian guy.

ROSEANNE BARR-ARNOLD

- 1) The above agrees that if at any time during a performance her annoying vocal whine becomes so shrill that dogs begin to writhe in pain, a portion of her salary shall be donated to the Humane Society.
- 2) The above agrees and forswears to never at any time or for any reason (including medical or psychological) display the tattoo of Tom Arnold on her bare hind region in public ever again.
- 3) Ms. Barr-Arnold agrees that she will not sing, yodel or hum while attending any professional sporting event, nor will she use a public address system, megaphone or other sound amplification device while within earshot of any stadiums or arenas of aforementioned events.

or what color M&Ms they demand. We, on the other hand (who can't even land a contract with a CD club!) think some of the clauses in these so-called stars' contracts should provide for their audience's comfort! We need some of these...

OBLIGATIONS Celebrities Agree To

WRITER: RUSS COOPER

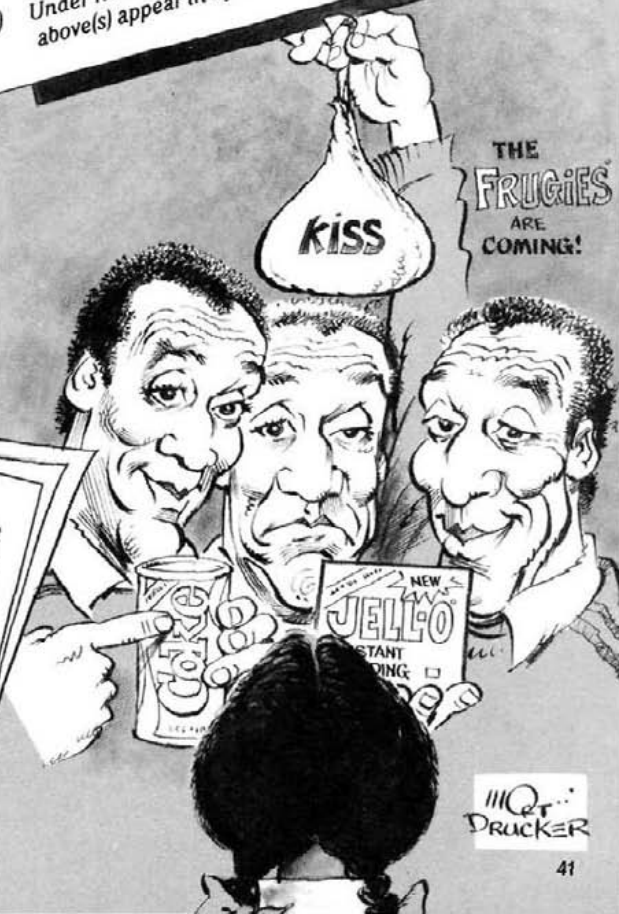
MADONNA, STING AND PRINCE



- 1) The above(s) shall from hereinafter be prohibited from making any film appearances except for those in a singing capacity. It is agreed that said film appearances shall end at a time coinciding with the end of the song being sung.
- 2) The above(s) agree to forego any listing in a film's credits until such a time that they choose a last name to use, just like everyone else in the cast and crew.
- 3) Under no circumstance and with NO exception shall the above(s) appear in a film together.

BILL COSBY

- 1) To compensate for influencing people to consume great quantities of Coca-Cola, Jello pops and the other sweet junk foods he endorses, the above agrees to change his TV occupation from Obstetrics specialist to Diabetes specialist.
- 2) In order to save time and money, any and all new feature length movies starring the above shall skip movie theatres entirely and go straight to cable.
- 3) From hereon, any and all facial "mugging" engaged in by Mr. Cosby while performing with children may not contort the above's face by more than 80% of its original shape at any time.



IIIOT
DRUCKER

JACK NICHOLSON

- Henceforth, the above's total compensation for any single film project may not be an amount equal to the combined budgets of three feature films in which Mr. Nicholson does not participate.
- At no time during any and all future performances (no matter how crazed or villainous the character being portrayed is) shall the above's eyebrows arch to the point that they become parallel to each other.
- In each new film role, Mr. Nicholson agrees to include at least one (1) new "catchphrase" in his dialogue, so impressionists doing him will not have to use the same old catchphrases, including "Heere's Johnny!" (*The Shining*), "I want you to hold it between your knees" (*Five Easy Pieces*) or "Wait'll they get a load of me" (*Batman*).

EDDIE MURPHY

- The name "Eddie Murphy" and any version or abbreviation thereof shall appear in the film's credits not more than one (1) time, and only in an acting (hopefully comedic) capacity. Use of the name "Eddie Murphy" in conjunction with the phrases "Directed by," "Produced by," "Written by" or "Idea by" shall be prohibited.
- Dialogue:
 - Mr. Murphy's profanity-to-dialogue ratio shall at no time exceed 50-50, with 100% of aforementioned profanity being appropriate to (or, at the very least, have some remote connection to) the plot.
 - The above agrees that for every group (minority or otherwise) that he slurs, disparages, mocks or in any way makes fun of for the sole purpose of a cheap laugh, a corresponding percentage of his salary shall be donated to a charity representing said slurred entity.
 - The above also agrees to limited use of his trademark "Hyuck Hyuck" laugh, which shall be restricted to accompanying no more than 33% of his own jokes, all of which must be judged funny by an independent arbitrator.

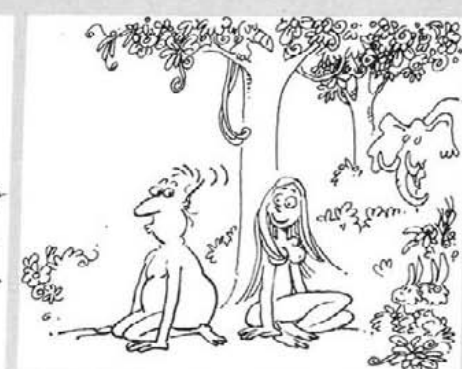
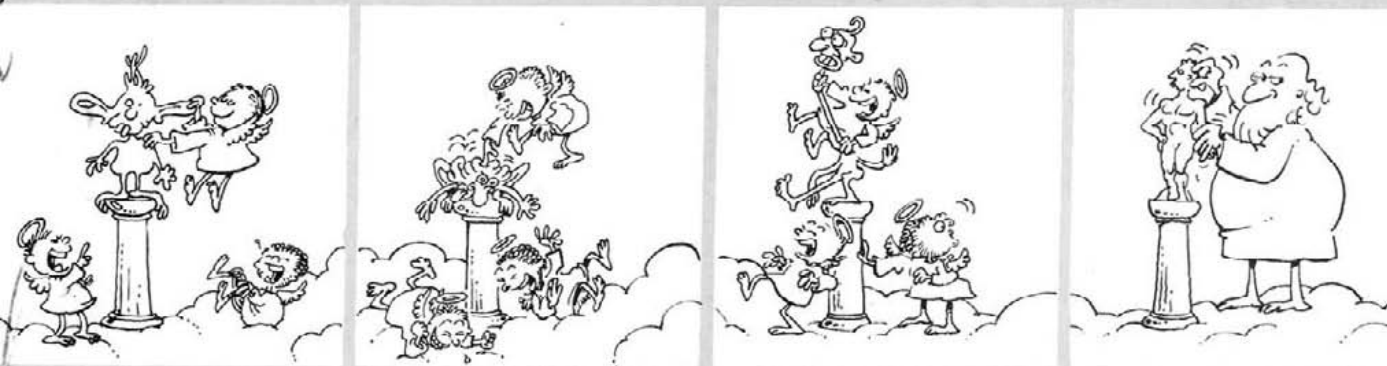
STEPHEN KING

- The above agrees to not publish any book in which the thickness of said book is more than three (3) times the size of said book's height.
- For every book published in excess of one thousand (1,000) pages, the above agrees to donate a portion of his royalties to the National Forest Replenishment Fund.
- Mr. King hereby agrees to obey the terms of a restraining order stating he may not bring a screenplay version of any of his books within five hundred (500) feet of movie directors David "Dead Zone" Cronenberg, John "Christine" Carpenter or Tobe "Salem's Lot" Hooper (among others).

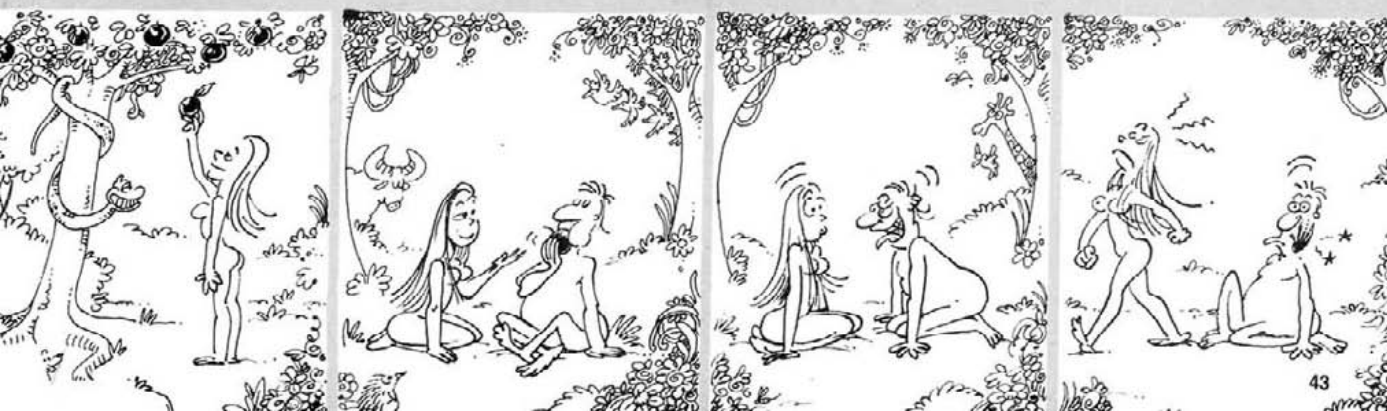
SYNONYMS

CHAPTER 1

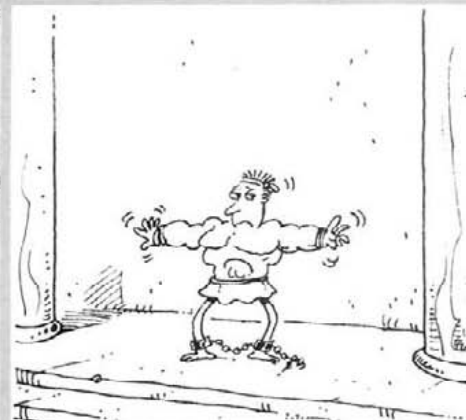
A MAD LOOK AT THE BIBLE



ARTIST AND WRITER: SERGIO ARAGONES







FRANK ON A ROLL DEPT.

What with baseball's multi-millionaires showing more aggression in contract signings than they do on the basepaths, it's time to rewrite the game's anthem, as we present...

WE'RE THE STARS OF THE BALLS GAME

(sung to the tune of "Take Me Out to the Ball Game")

**We're...the stars of the Balls...Game—
We're...the millionaire jocks!**
Striking it rich in our time...of greed—
Best...of all, ev'ry buck's guaranteed!
So we root, root, root while our a-gents
Drive up...the price of our fame—
For it's **ONE,...TWO—that's all it takes**
In the Big...Balls...Game!

**We're...the stars of the Balls...Game—
We're...the studs with the stones!**
Pulling in twenty-five grand...a...day
E-ven when we don't show up to play!
Loads of loot, loot, loot we're de-mand-ing,
Plus any perk you can name—
For it's **ONE,...TWO—that's all it takes**
In the Big...Balls...Game!

**We're...the stars of the Balls Game—
Hot-shot heroes are we!**
Check out the '93 tick-et price—
Tough...on fans, but for us it's real nice!
Let 'em hoot, hoot, hoot in the grand-stand—
Aw, shucks—well, ain't that a shame!
For it's **ONE,...TWO—that's all it takes**
In the Big...Balls...Game!



ARTIST: JACK DAVIS

WRITER: FRANK JACOBS



Remember the zany William Kennedy Smith trial and the infamous "blue dot"? No? Well, play along with this premise anyway! The next time you're the alleged victim of a crime and a blue dot is used at the trial to conceal your identity while you testify, why not use these handy fashion tips to perk up the proceedings?

What's HOT With The BLUE DOT

(Or What to Wear if You're an Alleged Victim)

ARTIST: AL JAFFEE

WRITER: ELIZABETH WHITE



Try wearing a funny turtleneck...



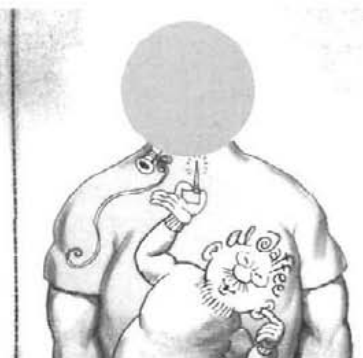
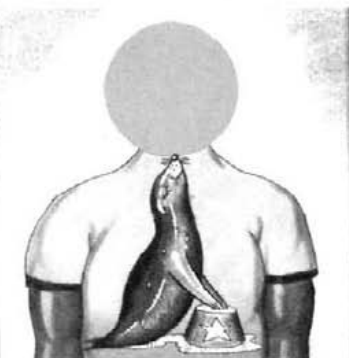
Maybe a funky neck ornament is more your style.



An odd hat might be nice...



and a wild hat can give them an eye-full.



And if you're on a budget, try an interesting T-shirt.

**WHAT POTENTIAL
DISASTER ARE
THE FLORIDA
PEOPLE BRACING
THEMSELVES FOR?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Just when catastrophe victims think that it's over something again strikes fear in their hearts. To find out what it is this time, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◄ B FOLD BACK SO "A" MEETS "B"

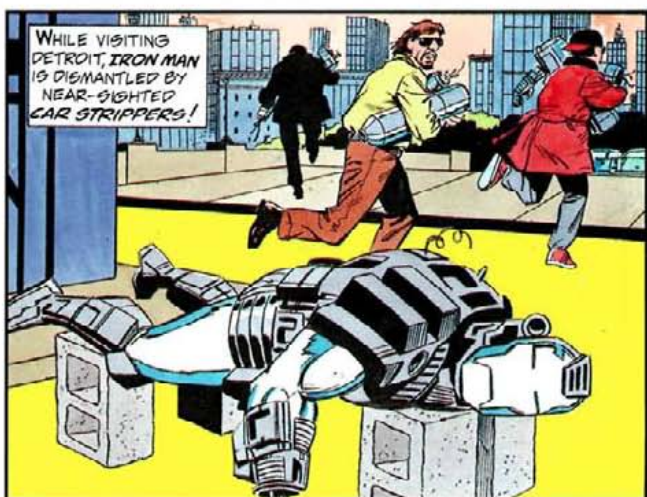
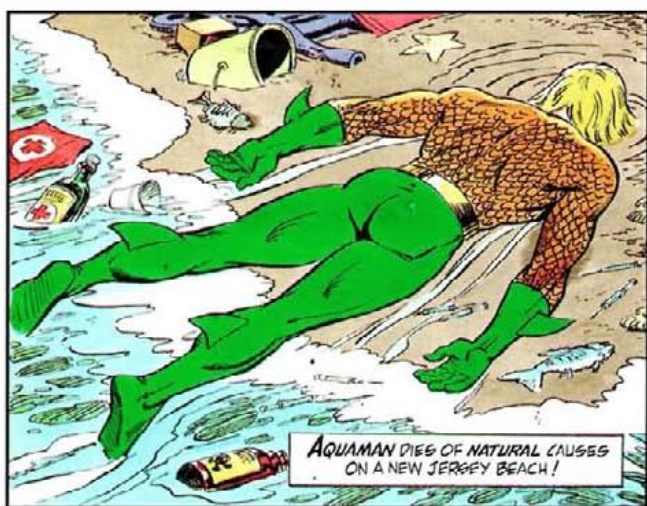


THE FLOODS WERE BAD. NOW ANOTHER THREAT IS RID-
ING HIGH IN FLORIDA. PEOPLE HOPE FOR A
WAY TO AVOID MORE DAMAGE. THEY'RE
MARKING TIME AS BEST THEY CAN BUT DOUBTS LIN-
GER. THE SUNSHINE STATE SITS AND WAITS

A ►

◄ B

OTHER SUPERHERO DEATHS



ARTIST: ANGELO TORRES

WRITER: BARRY LIEBMANN